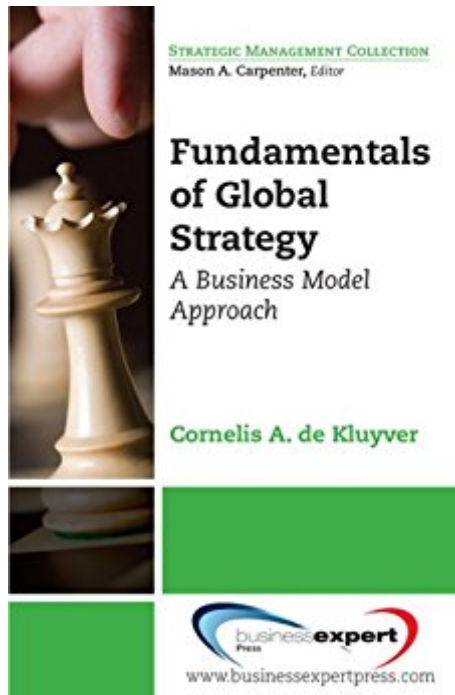




**Ebook Directory**  
the best source of ebook

The book was found

# Fundamentals Of Global Strategy: A Business Model Approach



## Synopsis

**Abstract** This book looks at the opportunities and risks associated with staking out a global competitive presence and introduces the fundamentals of global strategic thinking. We define crafting a global strategy in terms of change: how a company should change and adapt its core (domestic) business model to achieve a competitive advantage as it expands globally. The conceptual framework behind this definition has three fundamental building blocks: a company's core business model, the various strategic decisions a company needs to make as it globalizes its operations, and a range of globalization strategies for creating a global competitive advantage. A business model is defined in terms of four principal components: (a) market participation "who its customers are, how it reaches them and relates to them; (b) the value proposition "what a company offers its customers; (c) the supply chain infrastructure "with what resources, activities and partners it creates its offerings; and finally, (d) its management model "how it organizes and coordinates its operations. Globalization requires a company to make strategic decisions about each component of the business model. Market participation decisions include choosing which specific markets or segments to serve, domestically or abroad; what methods of distribution to use to reach target customers; and how to promote and advertise the value proposition. Globalization decisions about the value proposition touch the full range of tangible and intangible benefits a company provides to its customers (stakeholders). Decisions about a company's value chain infrastructure deal with such questions as, What key internal resources and capabilities has the company created to support the chosen value proposition and target markets? What partner network has it assembled to support the business model? How are these activities organized into an overall, coherent value creation and delivery model? Finally, strategic decisions about the global management dimension are concerned with a company's choices about a suitable global organizational structure and decision-making process. We use Pankaj Ghemawat's well-known "AAA Triangle" framework to define three generic approaches to global value creation. Adaptation strategies seek to increase revenues and market share by tailoring one or more components of a company's business model to suit local requirements or preferences. Aggregation strategies focus on achieving economies of scale or scope by creating regional or global efficiencies; they typically involve standardizing a significant portion of the value proposition and grouping together development and production processes. Arbitrage is about exploiting economic or other differences between national or regional markets, usually by locating separate parts of the supply chain in different places.

## Book Information

File Size: 1003 KB

Print Length: 418 pages

Publisher: Business Expert Press (August 9, 2010)

Publication Date: August 9, 2010

Sold by:Â Digital Services LLC

Language: English

ASIN: B003Z9K5HG

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #280,942 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #31

inÂ Kindle Store > Kindle eBooks > Business & Money > International > Global Marketing #32

inÂ Kindle Store > Kindle eBooks > Business & Money > Economics > Econometrics #91

inÂ Kindle Store > Kindle eBooks > Business & Money > International > Economics

[Download to continue reading...](#)

Fundamentals of Global Strategy: A Business Model Approach The Big Pad of 50 Blank, Extra-Large Business Model Canvases and 50 Blank, Extra-Large Value Proposition Canvases: A Supplement to Business Model Generation and Value Proposition Design (Strategyzer) Insider Secrets From A Model Agent: How To Become A Successful Model (Modeling, Modelling, Model Agency) RCadvisor's Model Airplane Design Made Easy: The Simple Guide to Designing R/C Model Aircraft or Build Your Own Radio Control Flying Model Plane Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Embroidery Business from Home: Business Model and Digitizing Training Course (Embroidery Business from Home by Martin Barnes) (Volume 2) Introduction to Global Business: Understanding the International Environment & Global Business Functions Your Strategy Needs a Strategy: How to Choose and Execute the Right Approach Business Turnaround Blueprint: Take Back Control of Your Business and Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working Business Owner) No Bull Review - Global History and Geography

Regents: Global 1 and Global 2 Format Sold into Extinction: The Global Trade in Endangered Species: The Global Trade in Endangered Species (Global Crime and Justice) Plastic Injection Molding: Product Design & Material Selection Fundamentals (Vol II: Fundamentals of Injection Molding) (Fundamentals of injection molding series) Plastic Injection Molding: Mold Design and Construction Fundamentals (Fundamentals of Injection Molding) (2673) (Fundamentals of injection molding series) Embroidery Business from Home: Business model and digitizing training course (Volume 1) Lamborghini Model by Model The Complete Harley Davidson: A Model-by-Model History of the American Motorcycle Complete Harley-Davidson : A Model-by-Model History Illustrated Ford Model T & Model A Buyer's Guide (Illustrated Buyer's Guide) The Jennifer Nicole Lee Fitness Model Diet: JNL's Super Fitness Model Secrets To A Sexy, Strong, Sleek Physique

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)